



Barcelona School  
of Tourism, Hospitality  
and Gastronomy

Centre adscrit



UNIVERSITAT DE  
BARCELONA

# Bachelor's Degree in Tourism

## MANUAL FOR DEVELOPING THE SENIOR CAPSTONE PROJECT

COURSE: SENIOR CAPSTONE PROJECT

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## 1. Presentation

Before completing the Bachelor's Degree in Tourism, students must prepare and present the Senior Capstone Project (SCP) to achieve the certificate, as contemplated in the study plan. This project culminates the student's training, being a link between his academic life and his professional life. With the SCP, the student goes from receiving the sector's knowledge to contributing, for the first time, either as an observer and connoisseur of a reality.

In this sense, this manual aims to be a support element for the development of the SCP, both for the student and for the teaching staff. This document explains generic aspects common to all academic work and the basic criteria established in the EUHT CETT. It must be considered that each project is unique and requires differential treatment, appropriate to its objectives and subject matter, making the tutor's criteria at all times the guideline to be followed by the student.

It is worth to remember that the Senior Capstone Project has 12 ECTS assigned. Therefore, it implies the preparation of fieldwork that entails a significant time investment. It is advised that the student carry out a realistic and coherent time planning with the real availability.

Finally, let us remember that the SCP is a useful and real training tool, in which the student must reflect not only their integration of knowledge but also their creativity and decision-making capacity (from the selection of the topic to the approach to strategies of future). In addition, it becomes a means of research and increasing knowledge of the tourism sector, in which, due to its interdisciplinarity as a social phenomenon, many unexplored areas remain.

## 2. Skills

### BASIC SKILLS

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BS02 – Students must be able to apply their knowledge to their work in a professional way and possess the skills used to develop and defend arguments and solve problems within their study field.

BS03 – Students must be able to collect and interpret important information (in their study field) in order to formulate judgments with reflections on important social, scientific and ethical issues.

BS04 – Students must be able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

BS05- Students must develop the necessary learning skills to undertake further studies with a high grade of autonomy.

### GENERAL SKILLS

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GS07- Make decisions and solve problems, critically interpreting and evaluating the results obtained.

GS08- Master the techniques of oral and written communication in order to transmit information, ideas, opinions, etc.

### SPECIFIC SKILLS

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SS01- Understand the principles of tourism and the importance of its socio-cultural and environmental impact.

SS03- Understand the global tourism system and the evolutionary nature of its components' characteristics.

SS04- Master the foundations of and apply scientific methodology to tourism research.

### 3. CETT Style Manual

The SCP should refer to the main theories, models, concepts and research in the chosen area of interest. In this sense, the student must carry out a work of identification and analysis of the main sources of documentation linked to the study topic for developing a state of the art for the research or professional project. All the information included in the SCP that has been extracted from the various sources of information consulted must be duly referenced in the text and the final reference section.

The student must follow the citation and reference system based on the APA standards, which can be consulted in the [CETT-UB Style Manual](#) available in the Student Guide.

### 4. Report structure

In this section, the requirements of each Senior Capstone Project according to their orientation are gathered.

Regardless of the type of project, the length of the Senior Capstone Project must be between 15.000 and 25.000 words, including all sections. Annexes are provided separately and, therefore, they are not included in this extension.

#### 4.1. Research orientation

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- **Cover page:** title, author/s names, academic tutor name, CETT-UB logo and degree.
- **Abstract:** it includes the objectives, methodology, main results and conclusions of the research. It is recommended that its length does not exceed 200 words. It will be included in Catalan/English and Spanish.
- **Keywords:** a maximum of 5 keywords that describe the most important research topics. They will be included in Catalan/Spanish and English. They must be arranged alphabetically.
- **Index:** project's content
  1. **Introduction:** presentation and contextualization of the project topic, justification of the chosen topic and presentation of the work structure.
  2. **Objectives:** definition of the general and specific objectives, that is, the goals to be achieved in the project. Formulation of hypotheses, when appropriate.
  3. **Theoretical framework:** theories and concepts on which the

project is based, current state of the art and contextualization of the object of study.

**4. Methodology:** type of research (descriptive, comparative, analytical,...), type of methodology (quantitative, qualitative or mixed), data collection instruments (questionnaire, interview, observation, focus group, content analysis,...) and analysis of the data.

**5. Results:** presentation of the results based on the data analysis carried out and their interpretation.

**6. Conclusions:** main conclusions of the research, answer to the research objectives, limitations and recommendations for future research.

- **References:** preparation of the list of sources consulted and referenced in the text of the project. You have to follow the APA regulations. References must be cited correctly in the text and the References section.
- **Index of tables**
- **Index of figures**

#### 4.2. Professional orientation linked to public or private institutions

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- **Cover page:** title, author/s names, academic tutor name, CETT-UB logo and degree.
- **Abstract:** it gathers the objectives, methodology, main results and conclusions of the project. It is recommended that its length does not exceed 200 words. It will be included in Catalan/Spanish and English.
- **Keywords:** a maximum of 5 keywords that describe the most important research topics. They will be included in Catalan/Spanish and English. They must be arranged alphabetically.
- **Index:** project's content

**1. Introduction:** presentation and contextualization of the project topic, justification of the chosen topic and presentation of the project structure.

**2. Objectives:** definition of the general and specific objectives, that is, the goals to be achieved in the project.

**3. Theoretical framework:** theories and concepts on which the project is based, contextualization of the project topic in its environment (International context, Europe, country,...) and/or market

(tourism, hotel, gastronomic sector,...), as well as the description of the company/institution/organization.

**4. Work plan:** description of the phases of the project development.

**5. Results:** presentation of the results based on the phases done and their interpretation.

**6. Conclusions:** main conclusions of the project, answer to the objectives, limitations and future practical implications.

- **References:** preparation of the list of sources consulted and referenced in the text of the project. You have to follow the APA regulations. References must be cited correctly in the text and the References section.
- **Index of tables**
- **Index of figures**

### 4.3. Entrepreneurial orientation

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- **Cover page:** title, author/s names, academic tutor name, CETT-UB logo and degree.
- **Abstract:** it gathers the objectives, the business idea and conclusions. It is recommended that its length does not exceed 200 words. It will be included in Catalan/Spanish and English.
- **Keywords:** a maximum of 5 keywords that describe the most important research topics. They will be included in Catalan/Spanish and English. They must be arranged alphabetically.
- **Index:** project's content
  - 1. Introduction:** presentation and contextualization of the business plan, justification of the chosen topic and presentation of the work structure.
  - 2. Objectives:** definition of objectives around a specific business idea.
  - 3. Description of the business idea:** definition of the mission, vision and values, description of the business idea, and the product or service to be offered.
  - 4. Market and company analysis:** external analysis (macro environment - definition of the sector, sociodemographic trends, economic and political factors, ...- and microenvironment -analysis of competition and customers-) and model business analysis (using *business model canvas*).

5. **Marketing and sales plan:** strategic marketing (market positioning, competitive advantages, customer profile, market and sales objectives) and operational marketing (description of the product or service from a commercial point of view, prices, distribution, communication plan, management and customer loyalty the clients).
  6. **Operations plan:** technical description of the product or service, manufacturing and service processes, agreements and alliances, supplier management.
  7. **Human resources management plan, organization and legal structure:** legal structure and legal form and human resources and organization plan (organization chart, definition of responsibilities and functions and jobs).
  8. **Economic and financial plan:** investment plan, financing plan, sales and income plan, cost forecast and income statement.
  9. **Conclusions:** response to the objectives, the main strengths of the project and future prospects.
- **References:** preparation of the list of sources consulted and referenced in the text of the project. You have to follow the APA regulations. References must be cited correctly in the text and the References section.
  - **Index of tables**
  - **Index of figures**

## 5. Additional information

In order to write in an academic format, the following considerations must be considered:

- Impersonal writing, avoiding ambiguities, abstractions and generalities not supported by facts. The information will be presented with maximum objectivity.
- Tables, graphs and figures (maps, images, etc.) will be numbered consecutively and must have a sufficiently clear title, always citing the origin sources. In the text, they will appear referenced with the expression "See table 1", "See graph 3", etc.
- At the end of the text, the list of bibliographic references will appear following the APA regulations. Only the references used in the preparation of the work will be included.



- Footnotes will be numbered consecutively with Arabic characters. Within the text, the corresponding number will appear in parentheses. Their length and number should be reduced to the absolute minimum.

Some errors that frequently occur in the preparation of this type of work and that should be avoided are:

- Plagiarism of texts by other authors, including very long verbatim citations
- Limited vocabulary or repetition of words or phrases.
- Lack or shortage of intermediate punctuation
- Long paragraphs.
- Lack of coherence and balance between the different sections.
- Lack of a clear structure.
- Lack of response to the objectives initially set.
- Conclusions not argued or not derived from the development of the project.